

Subject: Re: Touching Base

From: Edward Henning

Date: 02/11/2016 06:24 PM

To: Lorena Parker

Hi Lorena - here is the proposal to assist with the renewal. I had an identical project two years ago assisting with the Hollywood Media District BID renewal where staff worked directly with the Committee and stakeholders and I did all the behind the scenes work on legal docs, full dbase etc. They also wanted me to attend a fair number of meetings throughout the process so my fee with that project was about 30% higher than the not to exceed figure in my proposal to you of \$20,000 which includes about a \$2,500 contingency. Take note that because you're starting the process so early (which unfortunately is needed in LA), the dbase you are now ordering will become outdated quickly and will need refreshing and updating throughout. We also will realize this in the petition phase when we find that various LLC's are in fact the same person or persons or that people have recently sold or bought other properties. It's a very dynamic process as you most likely know of keeping track of who owns what and who knows whom and what building/land data may not be accurate.

I can send you an agreement for services when we get to that point. Let me know if any questions arise. I will be out of my office at meetings most of Friday but will get back to you when I can.

Thanks. Looking forward to hopefully working with you on this renewal in one of my early day project areas.

Take care.

Ed Henning, Principal
Edward Henning & Associates
760-868-9963

-----Original Message-----

From: Lorena Parker
Sent: Feb 10, 2016 3:54 PM
To: Edward Henning
Subject: Re: Touching Base

Ok. Thanks

I ordered the database yesterday. I should have it soon.

Lorena Parker
Executive Director
San Pedro Historic Waterfront
Business Improvement District
390 W. 7th Street | San Pedro, CA 90731
T 310.832.2183 | F 310.832.0685
Lparker@sanpedrobid.com
www.sanpedrobid.com

On Wed, Feb 10, 2016 at 1:33 PM, Edward Henning <mred2@earthlink.net> wrote:

Hi Lorena - I should have something over to you by tomorrow - been crazy (again) with a flurry of last minute City changes for LA BID renewal docs for this year..

Talk soon.

Ed Henning, Principal
Edward Henning & Associates
[760-868-9963](tel:760-868-9963)

-----Original Message-----

From: Lorena Parker
Sent: Feb 9, 2016 3:20 PM
To: Edward Henning
Subject: Touching Base

Hi Ed,

What is your timing for you to get me a proposal? Do you need anything else from me?

Lorena Parker
Executive Director
San Pedro Historic Waterfront
Business Improvement District
390 W. 7th Street | San Pedro, CA 90731
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Lparker@sanpedrobid.com

